

A dark blue silhouette of a person in a crouched position on a skateboard, set against a light blue background. The person's arms are extended forward, and their legs are bent, suggesting a ready stance for a trick or movement. The skateboard is positioned horizontally at the bottom of the frame.

Successful Sporting Events and Campaigns

"A big part of coaching youth sports is teaching kids to be healthy. Just because a child is involved in sports, we can't take it for granted that he or she is making healthy choices off the field. As youth coaches, we're there to help our players achieve their goals, and without their health, that's impossible. When we ask them, both boys and girls tell us that when they play sports, it's important to them to have fun and improve their skills. With that in mind, it's our responsibility to help them understand that using tobacco will take the fun out of playing and keep them from becoming as good as they want to be at their sport. Down the road, an important measure of our success as youth coaches will be the number of players we've coached who never start using tobacco."

—*Andy Biggs*
Director of Coaching and Player Development
Soccer Maine

SUCCESSFUL SPORTING EVENTS AND CAMPAIGNS

Here are examples of tobacco-free sports events and campaigns:

Arizona Tobacco Education and Prevention Program (AZTEPP)
Arizona Department of Health Services
Phoenix, Arizona
(602) 364-0824

Arizona kids are getting the message about tobacco through radio and TV ads, contests, campaigns, and fun activities that tie in with basketball, baseball, football, hockey, skiing, and racing events. Here are just a few of the creative ways in which the Arizona Tobacco Education and Prevention Program (AZTEPP) is reaching kids:

- The Phoenix Suns Benchwarmer Program shines a spotlight on teenagers who have been advocates against tobacco use in their communities. Teens and their chaperones receive center court recognition by a Phoenix Suns player during pregame activities, and they sit behind the players' bench throughout the game.
- The annual Blow Off Tobacco bubble gum blowing contest targets about 100,000 youth in the Arizona Little League. This statewide contest brings together players, coaches, parents, and Little Leaguers to support the message that "Smokeless does not mean harmless." This message is being carried across the state by former Major Leaguer Joe Garagiola, national chairman of the National Spit Tobacco Education Program (NSTEP). Each year, the Arizona Diamondbacks recognize the grand prize winners on the field during a game.
- The Arizona Diamondbacks and AZTEPP have teamed up to sponsor a multimedia anti-tobacco campaign that includes stadium signs, radio spots, and TV commercials, in both Spanish and English. The ads are displayed on the Diamondbacks' network, and in the stadium during games. The Diamondbacks also lead a series of clinics to teach baseball coaches about the dangers of spit tobacco.
- As a sponsor of the 1999 Fiesta Bowl, AZTEPP drew the attention of thousands of Arizona youth. More than 600 kids in rural areas of the state attended "Tackling Tobacco" football clinics. Throughout the 2000 Fiesta Bowl Parade in Phoenix, which featured a brightly painted Hummer bearing the AZTEPP logo, people in the crowd recognized the logo and chanted the media campaign's "Smelly, Puking Habit" slogan.
- For several years, the Phoenix Coyotes, Arizona Cancer Society, and AZTEPP have supported the Great American Smokeout by launching a fun promotional campaign. The Tobacco for Tickets campaign encourages hockey fans to turn in their tobacco and pledge to "Extinguish the Flames" in exchange for tickets to a Coyotes hockey game. Giveaways and contests are held during the month of November to increase people's awareness before and during the Coyotes' annual Smokeout game. The campaign is heavily publicized by area radio and TV stations, which air clips of Coyotes fans at the Smokeout game shooting their cigarettes into the goal with hockey sticks.



More than 600 kids from rural areas of Arizona attended "Tackling Tobacco" football clinics held in conjunction with the 1999 Fiesta Bowl. The Arizona Tobacco Education and Prevention Program sponsored the outreach clinics, where high-profile football personalities promoted healthy, tobacco-free lifestyles to youth.



Arkansas Smoke-Free Soccer Kids in action at the Green Forest Soccerfest.

- AZTEPP took its anti-tobacco messages to the racetrack when it sponsored Motorsports' Ash Kicker Racing Team in 2000 as well as two races in 2001—the USAC National Midget Series 50-mile race and the Supermodified Racing League 50-mile race. AZTEPP co-sponsored Billy Boat's car during the Copper World Indy Series race and found the Phoenix International Raceway to be a useful partner in reaching new target groups with anti-tobacco messages.

**Arkansas Smoke-Free
Soccer Kids
Central Ozarks Soccer League
Berryville, Arkansas
(870) 438 6034**

Arkansas Smoke-Free Soccer Kids sends kids from the Arkansas State Select Teams, the Arkansas Comets, and the Central Ozarks Quest competitive programs into classrooms, public meetings, tournaments, and other venues to conduct soccer-related clinics for youth, presenting strong anti-smoking messages. One of the strengths of the program is that presentations are conducted by trained, at-risk youth, aged

9–18, whose status as a member of a prestigious soccer team and whose personal skills at soccer earn the immediate respect of their young audience. After each session, the hosting teacher, coach, scoutmaster, or other adult is presented a manual of additional soccer-related exercises with anti-smoking messages as well as a whistle lanyard and lapel pin, both with the Smoke-Free Soccer logo. Each young attendee gets a Smoke-Free Soccer sticker and a cloth patch for their uniform or jacket. The Arkansas Department of Health's Prevention Resource Centers have given the program handouts, including the popular Smoke Industry Poster Child poster, a Spider-Man anti-smoking comic book, the Donnie Dinosaur anti-smoking coloring book for kindergartners and first-graders, and a fun brochure of silly jokes with anti-smoking messages that appeal to kids. ("Why did the chicken cross the road? To get away from the turkey smoking a cigarette!")

In its first year, before receiving any CDC SmokeFree Soccer funding, Arkansas Smoke-Free Soccer distributed several hundred anti-smoking soccer posters from the US Women's National Soccer Team and the Centers for Disease Control and Prevention. In its second year, with such funding, the program reached more than 2,500 Arkansas youth with the anti-smoking message and was featured at the Arkansas State American Cup championships for recreational teams in May 2001. In its upcoming third year, its second year with funding, Arkansas Smoke-Free Soccer Kids plans to produce a short instructional video and to hold clinics for another 2,500 Arkansas youth from across the state. Because the video will be youth-produced, the program is being assisted by ATM Productions on a volunteer basis with multiple hours of video being edited down to a tight, entertaining presentation of several fun games that teachers and adult leaders can use with their local groups.

“Exhausted, the 13-year-old climbed into the back of our team van and fell asleep. He'd had a full day at Arkansas' Tide American Cup, our annual state recreational event. For eight straight hours, Matthew had worked hard. And I had watched him bloom. Maybe that's one of the most fulfilling moments in coaching—when a kid suddenly does really good—confident and effective, rising beyond his apparent potential as he discovers his own inner talents. But Matt wasn't playing today. Nor was he refereeing. No, Matt was coaching. I watched in amazement as the seventh-grader came into his own.

“Matt originally had not been invited. Instead, we'd chosen Jose, 15, Trey, 13, and our 11-year-olds Marlon, Emilio, and Mikey. But now, surrounded by scores of 5–8-year-olds, Jose seemed just a little shaken. Trey was unexpectedly tongue-tied and self-conscious. Marlon and Emilio had backed out at the last moment. And Mikey had gone on a Cub Scouts field trip. So, who rose to the occasion? Matthew! With great eye contact, he communicated well with the little guys and gals, staying on their level. He listened for feedback and joked and laughed with them—while he led them in a game in which participants, as he explained, ‘Gotta kick cigarettes out of your lives.’ As Matt watched approvingly, a second-grader took a mighty kick at a ball and yelled, ‘You cigarette, get out of my life! Get outta our lives!’ yelled a third-grader, walloping an offending ball. ‘You! Get out of here, tobacco!’ yelled a 6-year-old, blasting the ball across the center line. Matt nodded in approval. And the kids beamed.”

—Rob Kerby, *Central Ozarks Soccer League*
Arkansas Smoke-Free Soccer Kids

Teens take a break from a full day of sports at the Latino Youth Conference Against Tobacco in Indiana.



**Alcohol, Tobacco, and Other
Drugs (ATOD) After-School
Prevention Program and
Latino Youth Conference
Against Tobacco
Smokefree Indiana
Indianapolis, Indiana
(317) 241-6471**

Smokefree Indiana works with community organizations throughout the state to create programs that help youth say “no” to tobacco. In Indianapolis, the True Belief Academy’s Alcohol, Tobacco, and Other Drugs (ATOD) After-School Prevention Program gives kids aged 10–14 the chance to play fun and structured recreational activities while they learn how to avoid harmful substances. The program targets kids in Marion County who are at moderate risk of using alcohol, tobacco, or other drugs. It runs two days a week for eight weeks, with activities that help kids resist peer and social influences, resolve conflicts, make good decisions, and develop their teamwork and communication skills. Kids aged 8–13 can participate in the schools’ NFL Flag Football League, which teaches boys and girls the basics of football and instills in them the importance of teamwork, discipline, and leadership. Smokefree Indiana helped the school develop the ATOD program, which is funded by the Indiana Department of Mental Health.

Smokefree Indiana also funded the first annual Latino Youth Conference Against Tobacco, held in May 2000 at Thatcher Park. This was the first special activity targeting Latino youth in Indianapolis and the first to be presented in Spanish. The all-day event, which attracted youth aged 12–22, included breakfast and lunch, basketball, swimming, soccer, a video on tobacco, and presentations by well-respected Latinos about the physical and emotional dangers of using tobacco. Each youth received a packet of information about tobacco and a conference T-shirt. Other items were given away during tobacco-related games, question-and-answer contests, and raffles. Results of a post-conference evaluation and interviews with youth indicated a strong desire for such activities targeting Latino new arrivals. The conference was run by the Wishard Hispanic Health Project in collaboration with the Mayor’s Latino Affairs Commission, Indy Parks, La Ola Latino-Americana, Nuestra Musica, Latino Soccer group, Wishard Foundation, and the Hispanic Chamber of Commerce.

**Big Sky State Games
Fueled by a Tobacco-Free
Performance!
Billings, Montana
(406) 254-7426**

The 16th annual Big Sky State Games in 2001 are pitching tobacco-free messages to thousands of Montana youth. This Olympic-style festival is open to Montanans of all ages and abilities. More than 12,000 athletes compete in 29 sports, including basketball, volleyball, soccer, and other team sports as well as karate, kayaking, cycling, disc golf, roller skating, archery, fencing, and bowling. The Big Sky State Games are a great opportunity to reach many Montanans

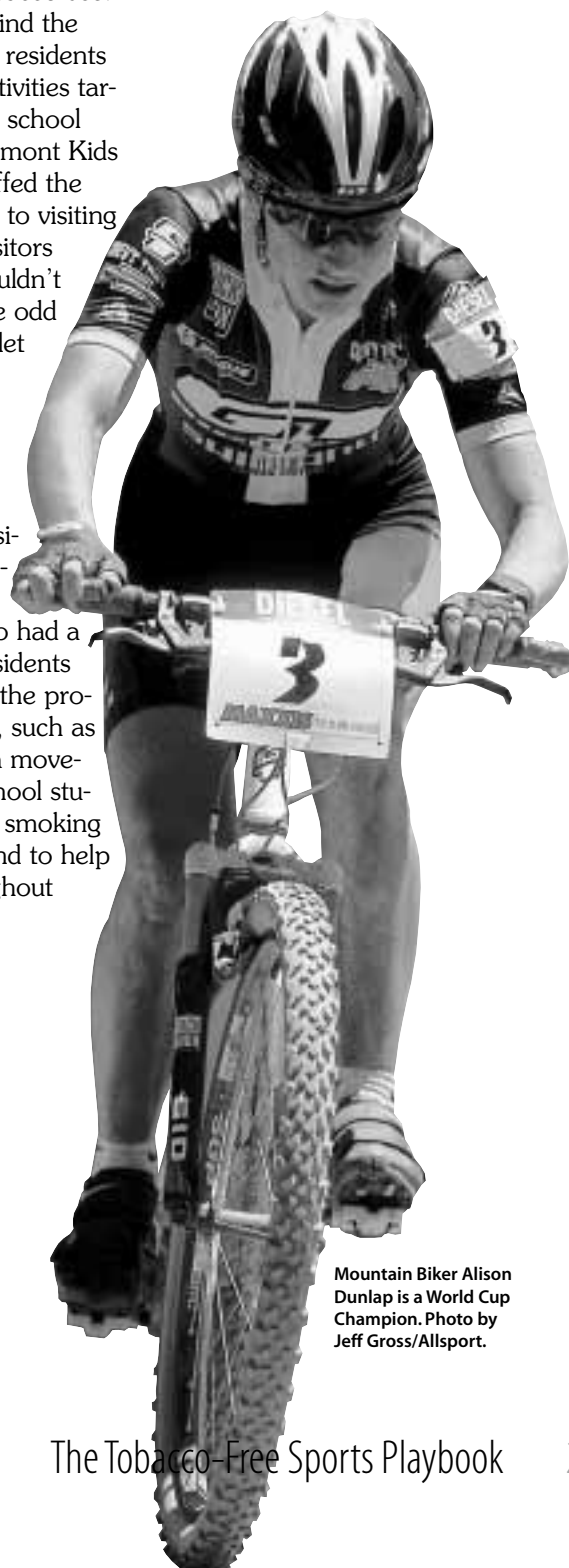
because the festival attracts a large number of Native Americans, children, women of childbearing age, and spit tobacco users. Goals are to discourage youth from starting to use tobacco, encourage tobacco users to quit, reduce secondhand smoke at the games, and promote tobacco-free venues for all competitors. Participants receive a tobacco-free brochure with an incentive inside—a free Wendy's Frosty. If they pledge to be tobacco-free, they receive a free temporary tattoo. The "Fueled by a Tobacco-Free Performance!" slogan is featured on all athlete and volunteer T-shirts, entry booklets, and printed materials at the games.

**Smoke-Free Kids and Soccer Program
Partnership for a Tobacco-Free
Maine and United Soccer
Federation of Maine
Augusta, Maine
(207) 287-4626**

The Smoke-Free Kids and Soccer Program includes clinics for kids, information booths at tournaments and fairs, a Smoke-Free page on the Soccer Maine Internet site (www.soccermaine.com/pages/smokefree.html), coaching courses that advocate for coaches' involvement in tobacco-use prevention, and development of the *Tobacco Free Athletes Coach's Handbook*. The program staff team up with college and pro athletes to give their smoke-free messages higher visibility. For example, they host Kick Butts Day activities with the University of Maine Women's Soccer Team, and they organize smoke-free celebrations and clinics that feature college soccer stars as well as professionals with Major League Soccer teams.

**Winter X Games Booth
Vermont Department of Health
Tobacco Control Program
Burlington, Vermont
(802) 863-7355**

Having a booth at the 2000 Winter X Games helped the Vermont Tobacco Control Program reach young fans of extreme sports with important messages about the harms of tobacco use. It also put a human face behind the program and got many local residents involved in the program's activities targeting young people. Middle school students who are part of Vermont Kids Against Tobacco (VKAT) staffed the booth and offered hot cocoa to visiting kids and adults. While the visitors enjoyed their cocoa, they couldn't help but be curious about the odd display of items—such as toilet bowl cleaner and a bottle of cyanide. The students explained that the products represented just some of the toxic ingredients in tobacco products. They gave each visitor a flier with more information about how tobacco use harms health. The youth also had a sign-up sheet where local residents could volunteer to help with the program's other youth activities, such as Our Voices Xposed (OVX), a movement led and run by high school students whose goal is to lower smoking among youth aged 13–17 and to help them stay smoke-free throughout their lives.



Mountain Biker Alison Dunlap is a World Cup Champion. Photo by Jeff Gross/Allsport.



Kids are the stars of this Virginia Department of Health billboard promoting smoke-free environments at soccer and baseball stadiums.

Tobacco and Sports Don't Mix
Tobacco Control Division
Virginia Department of Health
Richmond, Virginia
(804) 692-0002

Counter marketing efforts have taken many creative forms in Virginia, including paid ads and billboards to promote smoke-free environments within baseball and soccer stadiums. As a result, three baseball stadiums and one soccer stadium have adopted 100% smoke-free policies for their seating arenas. The other four baseball stadiums have adopted a smoke-free family section. One stadium removed tobacco advertising, viewing it as a conflict with the state health department's prevention messages. Several teams have invited staff from the state health department to join them on radio broadcasts about secondhand smoke, and team members have conducted prevention education

programs in local schools. In addition, a coaches' handbook on tobacco use is distributed to youth soccer leagues in Virginia as well as through summer soccer camps conducted by the Hampton Road Mariners semiprofessional soccer team. The health department has also developed a three-panel display to promote tobacco-free messages at all sports venues. The display has been used by coalitions throughout the state and has been featured at the Virginia Youth Soccer Association Conference. Sponsoring teams is another way the state is reaching youth; a local coalition cosponsored the National Babe Ruth Baseball Championship as well as the Pony League Softball Championship when they were held in Virginia, and both events were tobacco-free. The state also hosts Smoke-Free Kids and Soccer events to reach girls and boys with life-saving messages about tobacco.

**Tobacco-Free Soccer Campaign
in Western Nebraska
Division of Health Promotion
and Education
Nebraska Health and Human
Services System
Lincoln, Nebraska
(402) 471-2101**

This education campaign targeted soccer players 4–19 years old, their parents, and coaches in the American Youth Soccer Organization (AYSO), Region 875 in Scottsbluff/Gering, Nebraska. A letter was sent to parents, informing them about the dangers of tobacco products and the negative image tobacco has with sports. The letter had an additional message to soccer players and coaches: Don't expose yourself to secondhand smoke, and always support smoke-free businesses and playing environments. All soccer teams were encouraged to write a letter to the businesses that were not smoke-free, encouraging them to go smoke-free. In addition, Citizens Against Tobacco (CAT) bought 900 sport bottles bearing the "Kick Tobacco Out of Soccer" slogan and the AYSO, Region 875 logo. Team members used a rubber band to attach to each bottle a free drink coupon from Arby's and four pamphlets from Journeyworks Publishing: *How to Say No to Secondhand Smoke*, *How Tobacco Affects Your Body*, *50 Things You Should Know About Tobacco*, and *Smokeless Tobacco*. They put the materials into a plastic bag and handed them out to kids at the beginning of the spring soccer season. The campaign cost about \$3,000. State health officials say responses from kids, parents, and coaches have been extremely positive.

**Milwaukee Smoke-Free
Sports Program
Milwaukee, Wisconsin
(414) 227-3982**

Teenage athletes are the stars of the Smoke-Free Sports Program, which has reached thousands of kids and adults. The teens are trained to educate their younger peers (grades K–8), presenting lessons such as "What's in Tobacco," "Don't Let the Tobacco Industry Count You In," "Sports and Tobacco Don't Mix," "Secondhand Smoke is Everywhere," and "Be a Part of a Winning Team...Eat Healthy." The teens make their presentations at sports sites throughout Milwaukee to reach kids on soccer, football, volleyball, and basketball teams and cheerleading squads. During fall 2000 and winter 2001, the teen presenters led 263 sessions and reached 7,468 children and 2,263 adults. The program has attracted plenty of community support. At a September 2000 kick-off event, the guest speaker was WNBA star Rhonda Mapp, center for the Charlotte Sting. Partners include the Milwaukee Public Schools (MPS) Division of Community Recreation and the MPS Drug Free Schools Program, the City of Milwaukee Health Department, the American Cancer Society Midwest Division - East Region, the American Lung Association of Wisconsin, and the Wisconsin Division of Public Health - Southeast Region.

As part of the program's Kick Butts Day celebration in April 2001, more than 300 Milwaukee school kids in grades 4–6 participated in a Smoke-Free Sports Day at the Pettit National Ice Center. The governor of Wisconsin



These teen athletes are among the stars of the Milwaukee Smoke-Free Sports Program: Cagney Scott, Damien Williams, Antwon Mayfield, Remale Williams, La'Shaunda Payton, Leandrea Handford, Amanda Plumley, Damon Easterling, Payal Chawda, Jessica Brzezinski, Michael Monk, and John Maxey.

issued a proclamation recognizing the event and the Smoke-Free Sports Program's success. At a press conference to highlight the program and teen leadership, Olympic speed skating medalist Leah Poulos Mueller and representatives from the Milwaukee Admirals, Milwaukee Bucks, Milwaukee Mustangs, and Milwaukee Wave were on hand to encourage youth to stay smoke-free. Also lending their support were the city's commissioner of health and the superintendent of schools.

**Tobacco Control Program
Michigan Department
of Community Health
Lansing, Michigan
(517) 335-8381**

Michigan is tackling tobacco from all sides. The City of Detroit hosted a Spencer Haywood Basketball Anti-Tobacco Rally for kids, featuring the sports star who made the Olympic basketball team in 1968 just out of high school and went on to play in the

NBA with the New York Knicks and the Detroit Pistons. Through the Michigan Spit Tobacco Project, free materials on the dangers of spit tobacco are distributed and education presentations are made to baseball teams, schools, and other organizations.

**Annual IMPACT Night with the
Wilmington Blue Rocks
IMPACT Delaware Tobacco
Prevention Coalition and
Delaware Tobacco Prevention
and Control Program
Delaware Department of Health
and Social Services
Dover, Delaware
(302) 739-4724**

Each year in June, thousands of kids hear anti-tobacco messages loud and clear at the IMPACT Tobacco Prevention Night at Frawley Stadium, home of the Blue Rocks minor league baseball team. The first 1,500 kids arriving at the game receive a free T-shirt with the IMPACT Night logo on the front and the tobacco use prevention message on the back. At booths and exhibits throughout the stadium, baseball fans are given information about tobacco and other harmful substances. The annual event has kids thinking about tobacco use prevention year-round through its T-shirt design contest, open to middle and high school students in Delaware. The winner of the 2000 T-shirt design contest was 14-year-old Christina Bevenou, whose design featured a ball player at bat with the message, "Hit a Home Run. Don't Smoke or Chew." Not only was the eighth-grader able to see her design on the thousands of IMPACT Night T-shirts printed for the special event, she also was invited to throw out the ceremonial first pitch at the game and got a hug from Blue Rocks mascot Rockey Bluewinkle.

**New Mexico State High School
Sports Championships
New Mexico Department
of Health
Albuquerque, New Mexico
(505) 841-5843**

World No Tobacco Day in 1995 kicked off a flurry of successful tobacco-free media events. The theme in 1995 was “Sports Without Tobacco, Play It Tobacco Free,” and New Mexico’s media advocacy campaign received coverage on local TV stations and on a sports radio talk show. As part of the campaign, baseball coaches were reminded to intervene and encourage their players not to use tobacco, and counter advertising banners were hung at high school boys and girls track and baseball tournaments. Since 1995, New Mexico has produced 11 banners to display at boys and girls championships in soccer, volleyball, basketball, baseball, and track. The colorful banners each bear a different and important message for kids as well as adults. For instance—

- Three strikes you’re out—spit, dip, chew.
- Sports without tobacco, play it tobacco free.
- Protect your loved ones from secondhand smoke.
- Cigars and spit tobacco are just as dangerous as cigarettes.
- Cigarette smoke contains HEXAMINE (which is also used in barbecue lighter fluid).

Anti-tobacco messages are read over the PA system during games, and the event programs include counter marketing ads, available from the CDC Media Campaign Resource Center (www.cdc.gov/tobacco/).

**Youth Anti-Tobacco Campaign
with the E-Center, Utah Freeze
Indoor Soccer Team, and Utah
Grizzlies Hockey Team
Utah Grizzlies Hockey Club
West Valley City, Utah
(801) 988-8000**

This successful marketing campaign reached young soccer and hockey fans in many ways—through on-field and in-ice logos on which the teams played, half-time promotions and radio/TV ads during the games, tobacco control messages broadcast over the arena’s PA system and aired on the video board throughout the games, and in full-page ads in game night programs. Team members also sported the Anti-Tobacco patch on their warm-up jerseys and player jerseys. And 200 group tickets for each Anti-Tobacco-sponsored game were distributed through radio giveaways and at special events. During five of the Grizzlies’ home games, the Anti-Tobacco Campaign was the exclusive sponsor. Fun features during intermissions included on-ice promotions with local DJs and contestants, ticket giveaways, and sponsorship of the Pee Wee Soccer games, where two area youth soccer teams played on the same field as the pros in front of thousands of spectators.



Brazilian women's soccer star Sissi. Photo by Phil Stephens, courtesy of *Women's Soccer World*.